**How did  and          become successful and stay in business?**

**Task:** using the following information, and your own research, answer the following questions in your company teams**, using** these two iconic American companies as examples. Your team must arrive at an agreement on the answer before you all write it in your book.

1. What makes a good business?
2. How does the demand for a product increase?
3. Who is your audience?
4. How do you keep your audience happy?
5. How do businesses run effectively?
6. Write a statement Steve Jobs could have said about his vision in creating the iphone. (like the vision statement from Henry Ford included below)

[**Henry Ford**](http://www.brainyquote.com/quotes/quotes/h/henryford151873.html)**,  founder of the Ford Motor Company,  said these things:**

'If I had asked people what they wanted, they would have said faster horses.’

‘A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.’

‘A business that makes nothing but money is a poor business. ‘

‘Before everything else, getting ready is the secret of success. ‘

[**Steve Jobs**](http://www.brainyquote.com/quotes/quotes/s/stevejobs161994.html)**, one of the founders of the Apple Corporation and current CEO, said these things:**

‘I think we're having fun. I think our customers really like our products. And we're always trying to do better.’

‘Creative things have to sell to get acknowledged as such.‘

‘You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.’

**Here are some facts (from Wikipedia) about the Ford motor company:**

**Company highs:** Ford is the second largest automaker in the U.S. and the fifth-largest in the world based on annual vehicle sales in 2010. In 2008, Ford produced 5.532 million automobiles and employed about 213,000 employees at around 90 plants and facilities worldwide.

**Lows:** The automaker reported the largest annual loss in company history, in 2006, of $12.7 billion.

**Audience:** Ford owns part of[Mazda](http://en.wikipedia.org/wiki/Mazda) and[Aston Martin](http://en.wikipedia.org/wiki/Aston_Martin). It owned [part of Jaguar](http://en.wikipedia.org/wiki/Jaguar_Cars), [Land Rover](http://en.wikipedia.org/wiki/Land_Rover) and [Volvo](http://en.wikipedia.org/wiki/Volvo_cars).

**Products:** Ford makes: trucks, buses, family, 4wd, racing and rally cars, and hybrid and electric powered vehicles.

**Background:** The Ford Motor Company was launched in a converted factory in 1903 with $28,000 in cash from twelve investors. Soon Henry Ford realized it would be better if he manufactured all of his company's automotive parts himself instead of using parts from other sources. This lead to the invention of the [assembly line](http://en.wikipedia.org/wiki/Assembly_line) 1908. The **Ford Model T** car was produced from 1908 to 1927 when the 15 millionth was made.  It is generally regarded as the first affordable automobile, the car that opened travel to the average American. The Model T was the first automobile [mass produced](http://en.wikipedia.org/wiki/Mass_production) on assembly lines with completely [interchangeable parts](http://en.wikipedia.org/wiki/Interchangeable_parts). By 1914, the [assembly process](http://en.wikipedia.org/wiki/Assembly_process) for the Model T had been so streamlined it took only 93 minutes to assemble a car.

Ford model T car

**Henry Ford’s vision**: *‘I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one – and enjoy with his family the blessing of hours of pleasure in God's great open spaces.’*

**Slogans**:  Ford. Feel the difference;  Ford. Bold moves;  Built for the road ahead.

 Ford. Designed for living. Engineered to last;  Have you driven a Ford lately?

**Here are some facts (from Wikipedia) about the Apple corporation.**

**Company highs:** Established on April 1, 1976 in[California](http://en.wikipedia.org/wiki/California), by 2010, Apple had 46,600 employees in USA and 2,800 employees worldwide and worldwide annual sales of over $65 billion.

[*Fortune*](http://en.wikipedia.org/wiki/Fortune_(magazine)) magazine named Apple the most admired company in the world in 2008, 2009, and 2010.

In October 2001, Apple started selling the ipod. The product was phenomenally successful — over 100 million units were sold within six years. Between early 2003 and 2006, the price of Apple's stock increased from  $6 per share to over $80. In is currently over $400. Apple Inc. surpassed[Microsoft](http://en.wikipedia.org/wiki/Microsoft) in market value in 2010. It has been argued that Apple has achieved such efficiency in their supply chain that they have something like a[monopsony](http://en.wikipedia.org/wiki/Monopsony) (one buyer, many sellers), which means that it can dictate terms to its supplier. (tell suppliers how much they will pay for components)

**Company lows:** The company introduced the ill-fated[Apple III](http://en.wikipedia.org/wiki/Apple_III) in May 1980 in an attempt to compete with[IBM](http://en.wikipedia.org/wiki/IBM) and[Microsoft](http://en.wikipedia.org/wiki/Microsoft) in the business computing market. ‘Lisa’ became the first personal computer sold to the public with a GUI,(graphic user interface - uses images rather than text) but was a commercial failure due to its high price tag and limited software titles. Apple introduced the[Centris](http://en.wikipedia.org/wiki/Macintosh_Centris) line, a l and the ill-fated[Performa](http://en.wikipedia.org/wiki/Performa) line that was sold in several confusing configurations and software bundles. The result was disastrous for Apple as consumers did not understand the difference between models. Enormous resources were also invested in the problem-plagued[Newton division](http://en.wikipedia.org/wiki/Newton_(platform)). Although, by 2011,  Apple's market share in computers has grown, it remains far behind competitors using Microsoft Windows, with only about 8% of desktops and laptops in the U.S.

**Audience:** In 1984, Apple  launched the Macintosh. Its debut was announced by the now famous $1.5 million[television commercial "1984"](http://en.wikipedia.org/wiki/1984_(television_commercial)). It was directed by[Ridley Scott](http://en.wikipedia.org/wiki/Ridley_Scott), (director of ‘Gladiator’)  and is now considered a significant event in Apple's success.. In 1997, Apple introduced the[Apple Store](http://en.wikipedia.org/wiki/Apple_Store_(online)). Apple purchased several companies to create a portfolio of professional digital production software. Anyone can design and sell an app for the iphone, there are now over 425,000 "apps" approved by Apple.

Some Apple products: 

**iphone:** The [first iPhone](http://en.wikipedia.org/wiki/IPhone_(original)) was unveiled by Apple CEO [Steve Jobs](http://en.wikipedia.org/wiki/Steve_Jobs) on January 9, 2007. An iPhone can function as a [video camera](http://en.wikipedia.org/wiki/Video_camera), a [camera phone](http://en.wikipedia.org/wiki/Camera_phone), can send [texts](http://en.wikipedia.org/wiki/Texts) and receive [visual voicemail](http://en.wikipedia.org/wiki/Visual_voicemail), a [portable media player](http://en.wikipedia.org/wiki/Portable_media_player), and has email and [web browsing](http://en.wikipedia.org/wiki/Web_browser) capabilities, It has a [multi-touch](http://en.wikipedia.org/wiki/Multi-touch) screen, including a [virtual keyboard](http://en.wikipedia.org/wiki/Virtual_keyboard) rather than a physical one. On March 2, 2011, Apple announced that they have sold 100 million iPhones worldwide, becoming the largest mobile handset vendor in the world, surpassing long-time leader [Nokia](http://en.wikipedia.org/wiki/Nokia). In January 2011, Apple passed 10 billion app downloads.

**Here is part of a poem written by Steve Jobs titled, ‘The Crazy Ones’**

‘Here’s to the misfits

The rebels

The trouble makers

The round pegs in the square holes

The ones who see things differently

They’re not fond of rules

And they have no respect for the status quo……

Because the people who are crazy enough to think they can change the world

Are the ones that do.’

**Slogans:** "[Byte](http://en.wikipedia.org/wiki/Byte) into an Apple"  ‘[Think Different](http://en.wikipedia.org/wiki/Think_Different)’ "iThink, therefore iMac" "Say hello to iPhone"